

I'm writing to express my concern for the FCC new regulations governing unsolicited fax advertisements. I'm particularly concerned with the removal of the existing business relationship qualifications. This seems unduly onerous for businesses, especially a not for profit organization like ours, for the FCC to require signed written consent from our own members. Even more onerous is the stipulation that you cannot fax a form to get a consent. For example, if an individual calls our office and requests information on one of our conferences, we cannot send that information by fax unless we have a signed written consent to do so....and we couldn't fax that nonmember a consent form. This requirement has gone beyond protecting the best interests of the individual. It hampers our ability to communicate to a interested recipient. It will require us to send more mail correspondence, rather than less expensive faxes, which in turn, unnecessarily costs our association and its members more money.

Note that our association already has systems in place to flag individual members who have requested that we not send them particular types of correspondence. We abide by these requests of our members, so in one sense, we are policing ourselves.

The association community already has a number of questions about what is considered commercial, eg, whether a consent form expires with membership and how these rules would extend to regional chapters of national associations.

I respectfully request that you reconsider how this onerous regulations will effect the business community.